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# Nintendo, Fios, US Cellular top Forrester's consumer rankings

US Cellular beats out Verizon as a wireless provider, while Verizon's Fios scores highest among Internet providers. Nintendo takes the top slot for consumer electronics, edging Apple.

by [Donna Tam](#) | January 22, 2013 1:04 PM PST

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Nintendo provides the best customer service in consumer electronics, according to Forrester's rankings. (Credit: CNET)

Nintendo, Verizon Fios, and US Cellular are ranked highest for consumer experience, according to research firm [Forrester](#) (registration required).

The three took the top slots for their respective industries in Forrester's annual ranking of consumer goods and services. Forrester looked at 150 companies and asked 7,500 U.S. consumers these questions: How well did they meet your need? How easy were they to do business with? How enjoyable were they to do business with?

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Nintendo did the best in these categories among the tech-related companies. The games and console maker scored an 83 when it comes to customer service around the *Wii* and Nintendo DS, taking the top spot for consumer electronics. It was just shy of an

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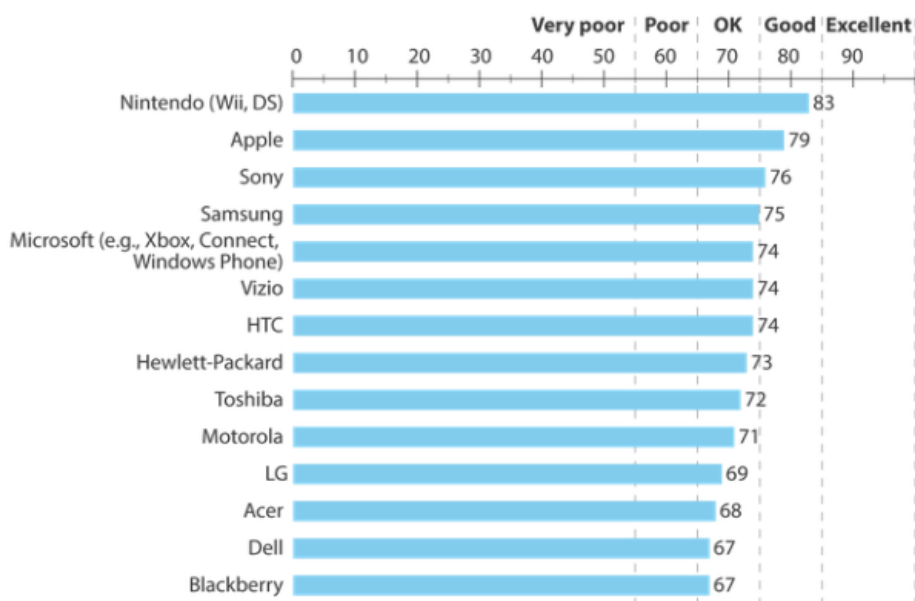
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85, which the Forrester rankings deem the threshold for an "excellent" rating. For perspective, 75 to 84 is a "good" ranking, while 55 and below is a "very poor" rating.

The No. 2 company in this category was Apple, with a ranking of 79, followed by Sony at 76.

#### Customer Experience Index, 2013 - Consumer Electronics Manufacturers



#### Rating scale

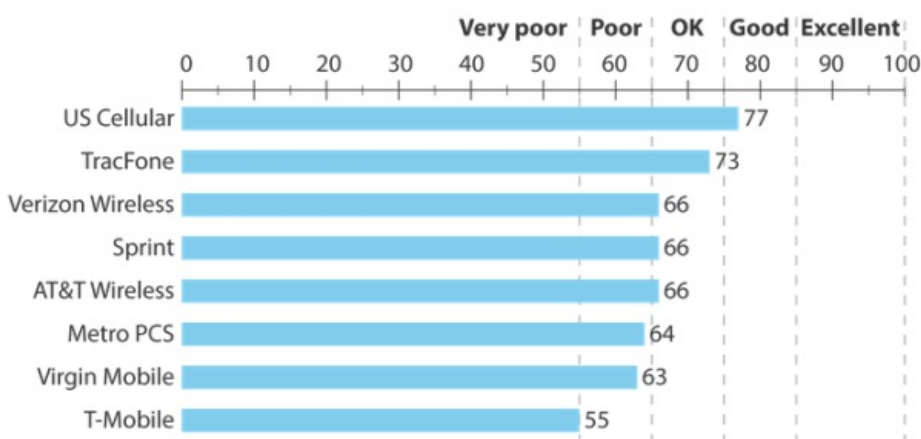
Excellent	85+
Good	75 to 84
OK	65 to 74
Poor	55 to 64
Very poor	<55

Base: US online consumers who have interacted with each brand  
(numbers have been rounded)

(Credit: Forrester)

US Cellular, the sixth largest U.S. carrier, beat out the biggest wireless service providers -- Verizon Wireless, AT&T, Sprint and T-Mobile -- when it comes to customer satisfaction. The regional carrier scored a 77 percent on the rating scale, giving it a "good" rating. TracFone came in second at 73, and Verizon Wireless, Sprint and AT&T all tied for third with a score of 66.

#### Customer Experience Index, 2013 - Wireless Service Providers



#### Rating scale

Excellent	85+
Good	75 to 84
OK	65 to 74
Poor	55 to 64
Very poor	<55

Base: US online consumers who have interacted with each brand  
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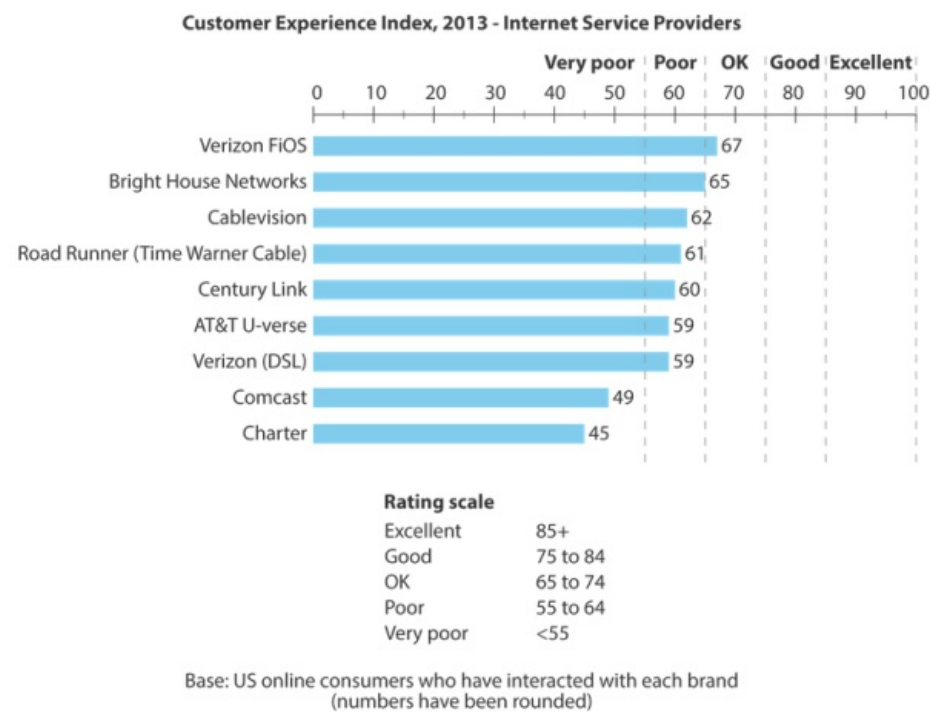
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(Credit: Forrester)

While Verizon didn't make the top spot as a wireless carrier, it did take No. 1 for Internet service providers, but with a mediocre ranking. Verizon FiOS scored a 67 on Forrester's rankings, with Bright House Networks in second at 65 and Cablevision in third at 62. According to Forrester, this gives Verizon Fios an "OK" ranking.



(Credit: Forrester)

Topics: [Consumer content](#) Tags: [US Cellular](#), [Forrester](#), [Verizon FiOS](#), [Nintendo](#)

### About Donna Tam

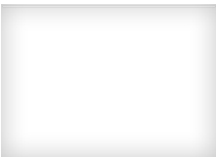
Donna Tam is a staff writer for CNET News and a native of San Francisco. She returned home after several years of frolicking in the redwoods of Humboldt County as a daily newspaper reporter. Technology never ceases to amaze her.

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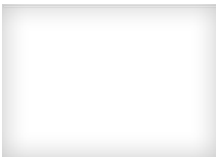
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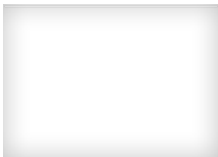
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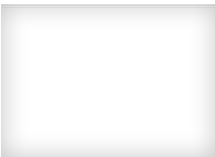
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I find it quite humorous that the 3 major players Sprint, Verizon, and AT&T are all sitting at 66.

Posted by [Ai Joe](#) (76 comments )  
January 22, 2013 1:31 PM (PST)

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You know, given that the consumer electronics category had a spread of 16 points from best to worse, I wouldn't say that Nintendo simply edged out Apple. They beat Apple by 4 points, which is 25 percent of the total spread. Sony taking Samsung by a point would be edging them out, Nintendo's performance was a solid win with the largest margin above their nearest competitor in the category. Just my take on the numbers though.

Posted by [madmofo](#) (519 comments )  
January 22, 2013 2:04 PM (PST)

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Yeah I am not sure what they considering "edging". Are they saying they barely beat them? If that was the case.. US Cellular edged Tracfone. Verizon edged Bright House Networks.

Posted by [m3t340n](#) (58 comments )  
January 22, 2013 2:21 PM (PST)

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